



SUMMER 2012 NEWSLETTER

Happy Summer from True North Gear!

Please enjoy our summer newsletter. Below find information on celebrating our 20th Anniversary, read about our 2012 Polartec APEX award, and read an article from Firefighter Nation discussing what you should keep in your wildland pack.

True North's 20th Anniversary

In the past 20 years True North Gear has grown into a flourishing small business distributing more than 50 different products worldwide. We couldn't have done it without our loyal customers and fantastic dealers and we'd like to spend the next year celebrating!



Every month we will feature a product that has made our success possible. We'll share the story behind the product and offer you an **opportunity to win**. We'd also like to extend our success to the fire, search and rescue and safety communities by offering a special 20th anniversary True North Gear hat for sale. Proceeds will be donated to your choice of organization.

Events

NW Lineman
July 28
Gresham, OR

FRI
August 3-4
Denver, CO

VPPPA
August 20-23
Anaheim, CA

NW Florida FF Weekend
September 12-16
Niceville, FL

CUEE
September 11-12
Toronto, ON

Dragon Shield wins Polartec's APEX Award

The APEX is awarded to 13 of the finest Polartec-based garments. A panel of judges selected the winners based on the style, function and fit of the garments as well as the most innovative and appropriate uses of Polartec fabrics in the designs.



Made from Polartec Power Shield FR fabric, the Dragon Shield Jacket impressed judges by offering true flame resistance combined with a tightly woven face for durability and water repellency while maintaining critical breathability to keep you from overheating. It also features a grid fleece interior for insulation and improved wicking, reducing the weight and number of layers needed to insulate and protect.

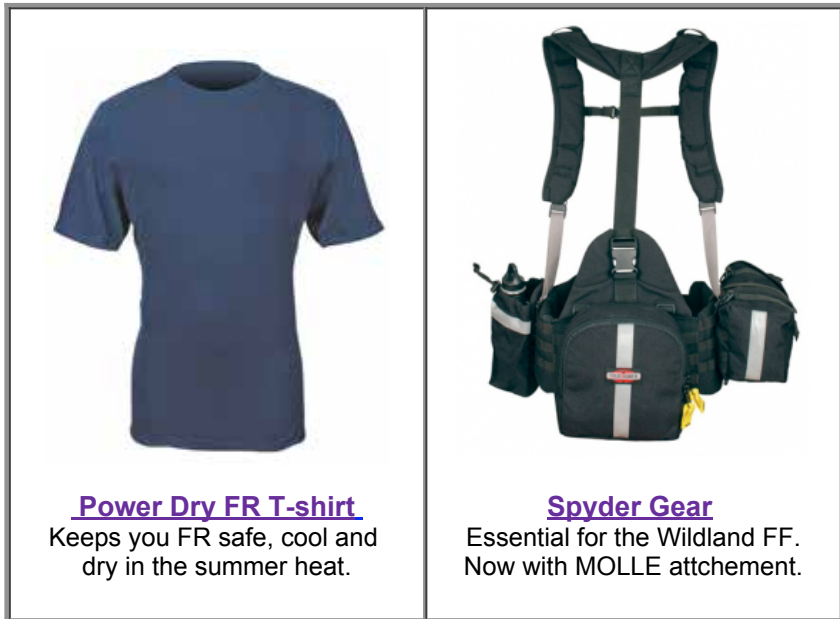
[Get yours today!](#)

Let's Be Friends



Find a Dealer

Featured Summer Products



[For more dealers click here](#)

Wildland/WUI Pack Items

What to pack when deployed to a WUI/wildland fire

To be fully prepared for a WUI/wildland fire, remember to purchase a pack that fits your needs. If your pack is bigger than you need, you'll inevitably fill it with too much stuff. A more modestly sized pack will probably keep you more honest with yourself and make the bag less burdensome to carry. (Firehouse.com by Chuck Sallade June 10, 2012)

True North Gear has many different types and sizes of bags for your WUI/wildland fire needs. Many come with modular systems providing you the ability to add more or less storage options. [Check out our packs here.](#)

www.truenorthgear.com